

Message Text

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SUBJECT: REQUEST FOR STAGS: PLURALISM/BICENTENNIAL LECTURE SERIES

REF: (A) USIS TOKYO FM16, MARCH 24, 1975 (B) USIS JAPAN
PROGRAM MEMO 155, MAY 16, 1975; (C) USIA 12204; (D) USIA
12451; (E) USIA CM-732, MAY 27, 1975.

SUMMARY: STAG RECRUITMENT REQUESTED FOR UP TO SIX TOP-
LEVEL SPEAKERS FOR MAJOR BICENTENNIAL LECTURE SERIES ON
PLURALISM IN AMERICA APPEARING SEPARATELY AT FLEXIBLE TIMES
DURING PERIOD SEPTEMBER/OCTOBER 1975 THROUGH MAY/JUNE 1976.
END SUMMARY.

1. EMBASSY REQUESTS UP TO SIX STAGS FOR MAJOR YEAR-LONG
BICENTENNIAL LECTURE SERIES ON PLURALISM IN THE USA,
PROJECT JA-03 IN CPP (REF A). REF B DESCRIBES PROGRAM IN
DETAIL. TO SUMMARIZE, PURPOSE IS TO ADD TO JAPANESE
UNDERSTANDING OF THE DYNAMICS OF AMERICAN SOCIETY,
SPECIFICALLY THE PROCESSES BY WHICH SOCIAL GROUPS IN THE
U.S. RELATIVELY DISTANT FROM THE LEVERS OF POLITICAL AND
SOCIAL POWER GAIN ACCESS TO INFLUENCE, BY BRINGING TO
JAPAN A SERIES OF WELL-KNOWN, AUTHORITATIVE AMERICAN
SPEAKERS.

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2. EMBASSY RECOGNIZES THAT FINAL CLAUSE IN PRECEDING
PARAGRAPH IS HARDEST PART. SUCCESS OF THIS PROGRAM
APPROACH IS, HOWEVER, DEPENDENT UPON SPEAKERS WITH RECOG-
NITION VALUE FOR JAPANESE AUDIENCES. TO SOME EXTENT,

SPEAKER'S POSITION OR INSTITUTIONAL AFFILIATION (SENATOR, GOVERNOR, LEADER OF MAJOR SOCIAL/POLITICAL GROUP, FOR EXAMPLE) CAN PROVIDE THIS RECOGNITION VALUE, BUT BASICALLY THE NAME'S THE THING.

3. JAPAN PROGRAMMING HAS, AND WILL, UTILIZE MANY SPEAKERS WHO NOT WELL-KNOWN, MANY OF THEM YOUNG, BUT NONETHELESS VERY SATISFACTORY PARTICIPANTS IN US-JAPAN DIALOGUE. WE WILL PROGRAM SOME SUCH SPEAKERS ON THIS TOPIC DURING FY 76. SUBSTANTIAL PART OF PROGRAMMING CONTEMPLATED FOR AMERICAN CENTER FELLOW MARIA SQUERCIATI, IN PARTICULAR, IN SUPPORT THIS THEME. KAMMON (REF D) DATES OF AVAILABILITY AFTER MAIN PERIOD EMPHASIS THIS THEME, BUT HE COULD VERY LIKELY BE USEFUL TO US. SUCH PROGRAMMING WOULD, HOWEVER, BE OUTSIDE MAJOR BICENTENNIAL LECTURE SERIES AND SUPPLEMENTAL TO IT.

4. EMBASSY HOPES THAT DIFFICULTIES CAUSED BY SEARCH FOR WELL-KNOWN SPEAKERS WILL BE COMPENSATED FOR BY FLEXIBILITY IN TIMING WHICH PROGRAM FORMAT MAKES POSSIBLE. WITHIN OVERALL THEMATIC FRAMEWORK, WE HAPPILY GIVE SPEAKERS CONSIDERABLE LATITUDE IN TOPIC SELECTION. EXCEPT FOR WELL-KNOWN DEAD PERIODS OF YEAR-END/NEW YEAR'S, GOLDEN WEEK HIATUS OF APRIL 26-MAY 6, AND AUGUST, EMBASSY HAS NO LIMITATIONS ON TIMING. WOULD PREFER THAT SPEAKERS BE SPACED EVENLY THROUGHOUT PERIOD FROM SEPTEMBER/OCTOBER START THROUGH MAY/JUNE END, BUT OVERLAP OR BUNCHING UP ACCEPTABLE IF UNAVOIDABLE. WILLING ADJUST TIMING OTHER MAJOR PACKAGED PROGRAMS IF NECESSARY TO GET FOP PEOPLE. PREFER THREE TO FOUR-WEEK AVAILABILITY EACH BUT TWO WEEKS ACCEPTABLE.

5. ACADEMICS AND OTHER ANALYSTS WHO OBSERVE AND COMMENT ON AMERICAN POLITICAL/SOCIAL PROCESSES WOULD BE VALUABLE PART OF THE WHOLE. MAJORITY OF SPEAKERS, HOWEVER, SHOULD BE ACTIVE PARTICIPANTS, NOT COMMENTATORS. WE SEEK SPEAKERS WHOSE POSITION, PERSONALITY, AND ADVOCACY ARE MESSAGES IN UNCLASSIFIED

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THEMSELVES.

6. NAMES LISTED BELOW ARE ILLUSTRATIVE OF THE KINDS OF SPEAKERS THIS PROGRAM NEEDS. IT IS NOT AN EXCLUSIVE LISTING, NOR IS IT MEANT TO LIST NAMES IN ANY PRIORITY ORDER. PURPOSE IS TO INDICATE IN ANOTHER WAY THE LEVEL OF SPEAKERS WE SEEK. SOME OF COURSE COULD FIT IN SEVERAL CATEGORIES.

A) GENERAL ACADEMICS AND COMMENTATORS: SCAMMON (REF C) EXCELLENT START. TWO TRIES AT SEYMOUR LIPSET IN PAST SEVERAL YEARS HAVE RESULTED IN TWO ZEROS, BUT HAPPY TRY HIM AGAIN. MAX LERNER ALSO SEEMS DIFFICULT PIN DOWN, BUT WELL-KNOWN JOURNALIST LIKE HIM OR JAMES RESTON WOULD FIT

BILL VERY WELL.

B) WOMEN'S ACTIVISTS. NAMES SUGGESTED INCLUDE SHIRLEY CHISHOLM, BARBARA JORDAN, AND MARGARET MEAD.

C) MINORITIES; SENATOR EDWARD BROOKE; GEORGIA STATE REPRESENTATIVE JULIAN BOND; WASHINGTON JOURNALIST CARL ROWAN; AMERICAN INDIAN WRITER VINE DELORIA. YVONNE B. BURKE, FIRST-TERM CALIFORNIA BLACK CONGRESSPERSON AND CULCON INVITEE, ALSO AN ATTRACTIVE POSSIBILITY.

D) POLITICAL ACTIVISTS: MANY OF NAMES LISTED ABOVE, PLUS NUMBER OF 1974 INTAKE OF SENATORS AND CONGRESSMEN, INCLUDING COLORADO SENATOR GARY HART.

E) CONSUMER GROUPS/ECOLOGY. VIRGINIA KNAUER AND BETTY FURNESS POSSIBILITIES. SIERRA CLUB HAS SOME RECOGNITION VALUE HERE, AND SENIOR REPRESENTATIVE MIGHT BE GOOD FOR ECOLOGY ASPECT.

7. WE CONFIDENT CU AND AGENCY CAN COME UP WITH SPEAKERS WHO MATCH PROGRAM OBJECTIVES AT LEAST AS WELL AS THE OBVIOUS NAMES LISTED ABOVE. IN ANY CASE, TOP QUALITY ESSENTIAL. WE REQUESTING TOTAL OF SIX STAGS, BUT IF ONLY THREE OR FOUR CAN BE RECRUITED, WE WOULD PREFER TO STICK WITH SMALLER NUMBER RATHER THAN COMPROMISE OF QUALITY.

8. REF E DESCRIBING AMERICAN ISSUES FORUM HAS JUST RACHED POST. SEVERAL THEMES OF THIS PROJECT MATCH OUR PROPOSED PROGRAM, ESPECIALLY "NATION OF NATIONS," "A MORE PERFECT UNION," AND FINAL THEME ON "LIFE LIBERTY AND PURSUIT OF HAPPINESS." DANIEL AARON AND OTHERS INVOLVED UNCLASSIFIED

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IN PLANNING FOR THIS PROJECT COULD BE EXTREMELY USEFUL TO US AS SPEAKER AND MIGHT BE IN POSITION TO ASSIST CU AND USIA IN SPEAKER SELECTION AND RECRUITMENT. MANY MEDIA MATERIALS, BOOKLISTS, AND OTHER BACKUP PREPARED FOR AMERICAN ISSUES FORUM MIGHT PROVE USEFUL. POST WOULD APPRECIATED RECEIPT OF FULLEST DESCRIPTIVE INFORMATION ON ONGOING BASIS.

9. OTHER BACKUP MATERIALS WILL ALSO BE NEEDED, INCLUDING VTRS, ARTICLES BY SPEAKERS, ETC. SPECIFICS WILL, HOWEVER, BE DEPENDENT UPON SPEAKER SELECTION.

10. AUDIENCES WILL BE AS BROAD A CROSS-SECTION OF POST PRIMARY AUDIENCE AS WE ABLE TO ATTRACT, INCLUDING REPRESENTATIVES OF NEWS MEDIA, POLITICALS, AND BUSINESSMEN AS WELL AS SPECIALISTS IN AMERICAN STUDIES AND OTHER ACADEMICS.

11. BECAUSE OF PROGRAM FORMAT, FIRM LINEUP ALL SPEAKERS PRIOR BEGINNING PROGRAM NEITHER PRACTICAL NOR ESSENTIAL. WE HAPPY TAKE THEM AS THEY CAN BE FIRMED UP. ADVANCE PREPARATION STILL NECESSARY, HOWEVER, AND WE NEED BY SEPTEMBER FIRM DECISIONS ON SPEAKERS EXPECTED FOR PERIOD OCTOBER 1975 THROUGH JANUARY 1976. IF ANY SPEAKER

WOULD BEGIN JAPAN APPEARANCES BEFORE END SEPTEMBER, WOULD
NEED FIRM DECISION AND NOTIFICATION BY AUGUST FIRST. PRE-
LIMINARY INDICATION OF RECRUITMENT POSSIBILITIES BY JULY 7
WOULD BE APPRECIATED GREATLY.

12. EMBASSY RECOGNIZES THAT RECRUITING SPEAKERS WILL NOT
BE EASY, AND INDUCING THEM TO STICK TO SCHEDULED DATES AT
LEAST AS DIFFICULT. WE APPRECIATE GREATLY WASHINGTON
SUPPORT WHICH HAS BROUGHT US THREE FIRST-CLASS MAJOR
PACKAGED PROGRAMS SO FAR THIS FISCAL YEAR WITH A FOURTH
OPENING SOON WHICH PROMISES TO BE AT LEAST AS GOOD.
KEEP IT UP.
HODGSON

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